

ANDERSON ISLAND HEALTHCARE ADVOCATES

IDENTITY PROJECT

MAY 17, 2025

Hello! I'm thrilled to have been able to work on this project for you.
Here is the first pass at an identity system for your important initiative.
I look forward to discussing it with you. —Lara

PROJECT BRIEF

CLIENT REQUESTS

- Anderson Island + Medical Cross
- Blue
- Be distinct from other healthcare logos
- Be recognizably for Anderson Island
- Work on a van, banner, or t-shirt
- Be ready by Farm Days

RESEARCH & INSIGHTS

- Must look relevant to medical services—
but also eventually maybe dental or vet
services (keep it neutral on iconography)
- Dental logos are extremely generic
(cross, stethoscope, pulse, hands,
hearts)
- Should feel human and personal
- Avoid looking like other Island identities
- Consider cost of reproduction (1-2 colors)

NEEDS TO FEEL

- Authoritative
- Official
- Clean/Sanitary (healthcare)
- Modern, Yet Timeless
(appeal to wide Islander age groups)
- Human & Personal



Anderson Island *Healthcare Advocates*TM



ANDERSON ISLAND, WA

FULL LOGO



A N D E R S O N I S L A N D , W A



COMPACT LOGO

AIHA DESIGN SYSTEM

WORDMARK

Anderson Island
Healthcare Advocates™

WAVEMARK



LOCALITY MARK

ANDERSON ISLAND, WA

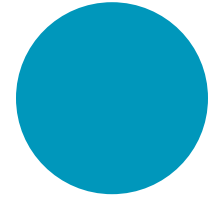
LOGO



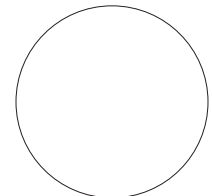
ALT LOGO



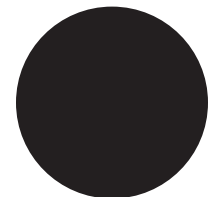
COLORS



AIHA BLUE
90c 20m 20y 00k
#0098bb



WHITE



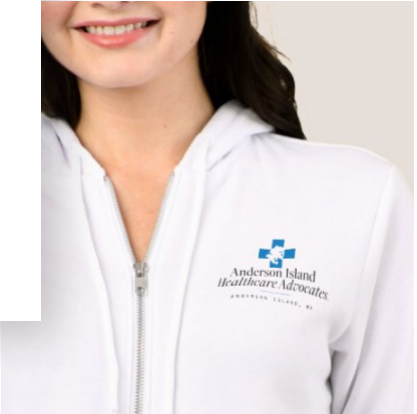
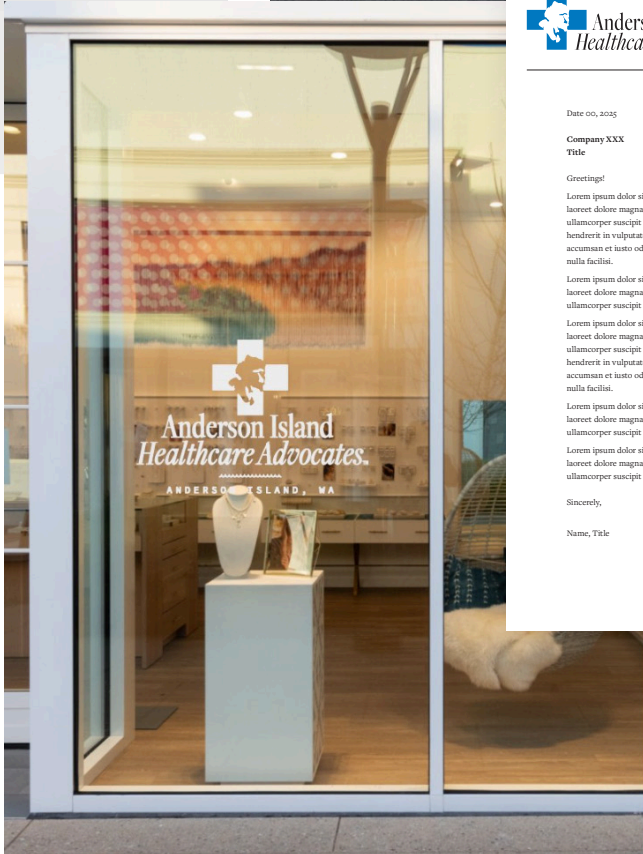
BLACK

FONTS

SOURCE CODE

Freight

Now, let's see it in action...



Contextual Use of Full Logo



REMIX 1

Balanced & Modern



REMIX 2

Artful & Cool



REMIX 3
Nautical &

Thank you!